

To do it all we had to know it all

ESS GROUP

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- ESS Group AB – Head of Marketing, E-commerce & CRM 2021 - 2022
- ESS Group AB – Head of Customer Experience & CRM 2018 - 2020
- Liseberg AB CRM Chef 2016 - 2018
- 2E Group – CRM Manager 2013-2016
- Vettris Holding AB– Marknadschef 2012- 2013
- 2E Group - Informationschef 2009-2011
- 2Entertain - Marknadskoordinator 2005 – 2009
- RESIA AB – Marknadskoordinator 1997 – 2005



# Anticipation

Definition of anticipation is a feeling involving joy at the thought of a supposed or anticipated good upcoming event.





WE CREATE

# Moments of happiness

Data is queen.



CDP?



# The why - What we wanted to achieve

- Gain a **complete understanding** of our customers
- **Segment** our customers by behavior
- **Increase CLV**
- Manage **multiple channels** simultaneously
- Gather data from **multiple sources** in one place and get more secure customer data.
- Optimize strategies to **reach our customers with the right content, at the right time in the right channel.**





# Challenges along the road

- 11 different hotels with completely different brands, needs and target groups.
- Who is the owner of the guest, which brand and which hotel?
- A product seldom bought. Long time between repurchase.
- The product is bought now and consumed in the future.

**And of course which data do we really need and where should it fit in a CDP.**

# What we measure and when we celebrate

- Increase returning customers and reduce lead times
- Increased spend
- Lower CPA
- More identified customers

## The result after four months...

Shortened lead times with 67 days

Increased upsell with 62%

# Summery from our journey

**ESS primary goal is to make people want to come back to us.**

If we gather the right data the more we know the more relevant we can be and the more credible we become.

A company that is credible becomes trusted to a consumer.

The stronger the relationship between us becomes, the more loyal our guests remain.

Loyal guests keep coming back!



High five & thank you for your time!

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